

## ABSTRACT

### SYSTEM AND METHOD FOR MAINTAINING AN ASSOCIATION BETWEEN A DISTRIBUTION DEVICE AND A SHARED END USER CHARACTERISTIC

An association between a distribution device and one or more characteristics shared by the end users served by the distribution device is created and maintained. The characteristics can include end user location, as well as any other type of characteristic or demographic. An initial association between a distribution device, such as a receiver unit, and an end user characteristic, such as viewer location, is created when the device is installed. After installation, a request is made to the end users to provide end user information. The information provided by the end users is used to update and maintain the association between the distribution devices and the shared end user characteristics.